



Central Trash/Recycling Pilot Program for WSHQ

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place P&G

Long-Term Vision



Powering our plants with 100% renewable energy



Using 100% renewable materials or recycle for all our products and packaging



Having zero consumer or manufacturing waste go to landfills



Designing products that delight consumers while maximizing the conservation of resources

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*Centralized Trash/Recycling is
being implemented at P&G sites
globally as part of our
sustainability efforts and P&G's
commitment to goZerowaste P&G*



**Having zero
consumer
or manufacturing
waste go to
landfills**

Who Else is Doing This?

- 21 **P&G** sites globally
- Harvard Public Health
- Google in the UK
- Portland Public Schools
- Government of Ontario
- Boston Properties



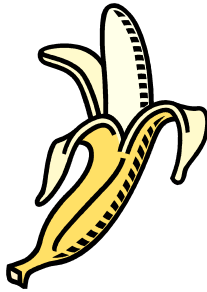


- The *good* news is our site *beneficially reuses 99.7% of its solid waste!*
 - Our trash is incinerated for energy recovery
 - We recycle/compost over 90% of the waste generated
- ***But*** recycling/composting is a *better use* of our waste than incineration for energy
 - Our office recycling (vs plant) is estimated to be less than 90%

P&G pilot data shows With Individual Trashcans, People Tend to Recycle Less

Examples of “trash” found nightly in our individual trashcans:

- Banana peels, apple cores, WSHQ café take-out containers, WSHQ café hot/cold cups (**composting is the better choice**)
- Empty soda cans, water bottles, yogurt containers (**recycling is the better choice**)
- Documents on white paper (**recycling is the better choice**)
- Plastic food wrappers, Styrofoam cups (**yes, this is really trash**)



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WSHQ Place Pilots

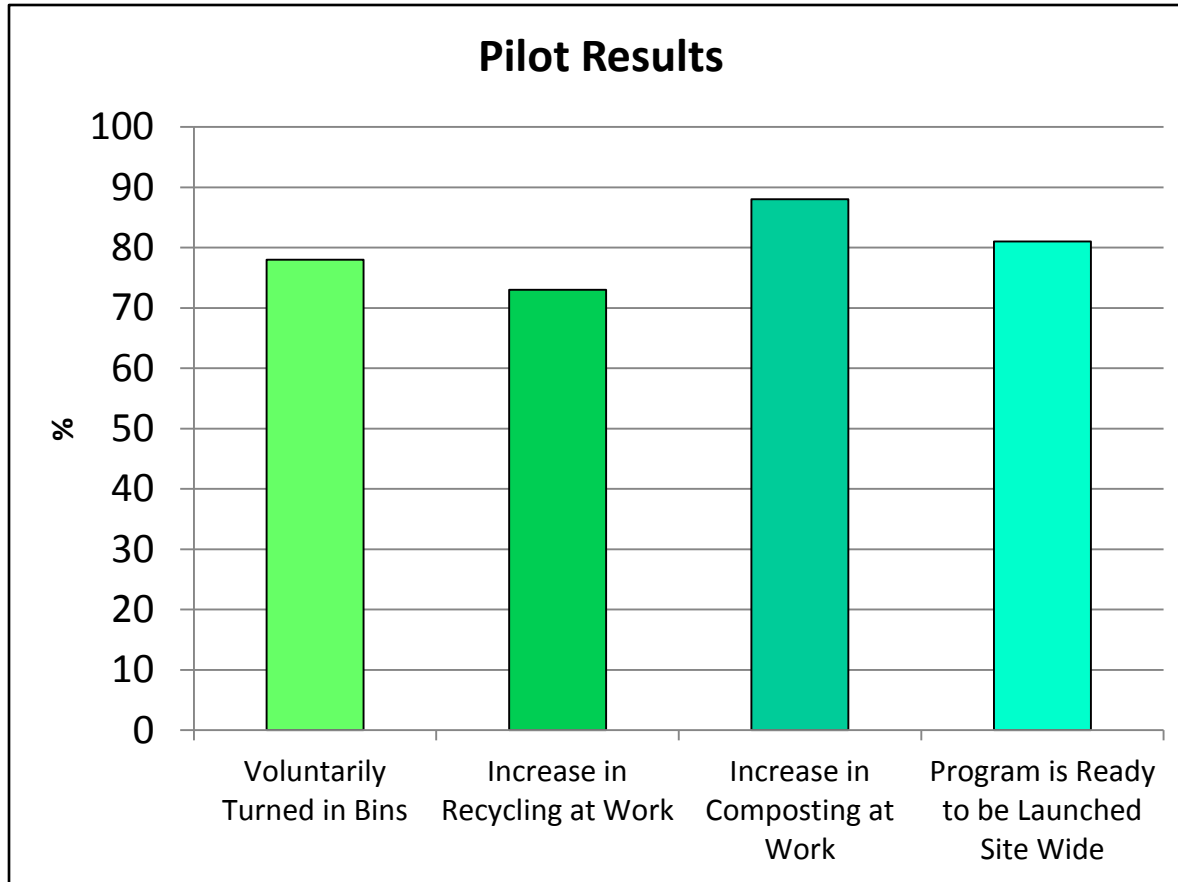
- Sample size: ~319 employees
- Pilot Floors: 8
- Created centralized stations
 - Makes recycling/composting just as easy as throwing something out!
- Engaged Floor Champion & Leadership
- Requested individual bin turn in
 - Received certificate
 - Entry into raffle - Pats Tickets



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WSHQ Pilot Results P&G

~ 80% of respondents feel the program is ready to be launched site wide...



Pros:

“Nice job! I thought it would be inconvenient without a trash can in my cubical, but it really isn't.”

“Feeling of doing the right thing; positive contribution to the environment and P&G's PVP”

Cons:

“I personally feel this is a productivity drain...I believe the productivity less outweighs the environmental gain.”

“Let people keep their trash cans - encourage them to use the central composting.”

Sample size: ~319 employees on Pilot Floors
118 completed survey

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Next Steps P&G

Expand program site wide....



Site Wide Program

- Optional participation
- Create engagement/buy in



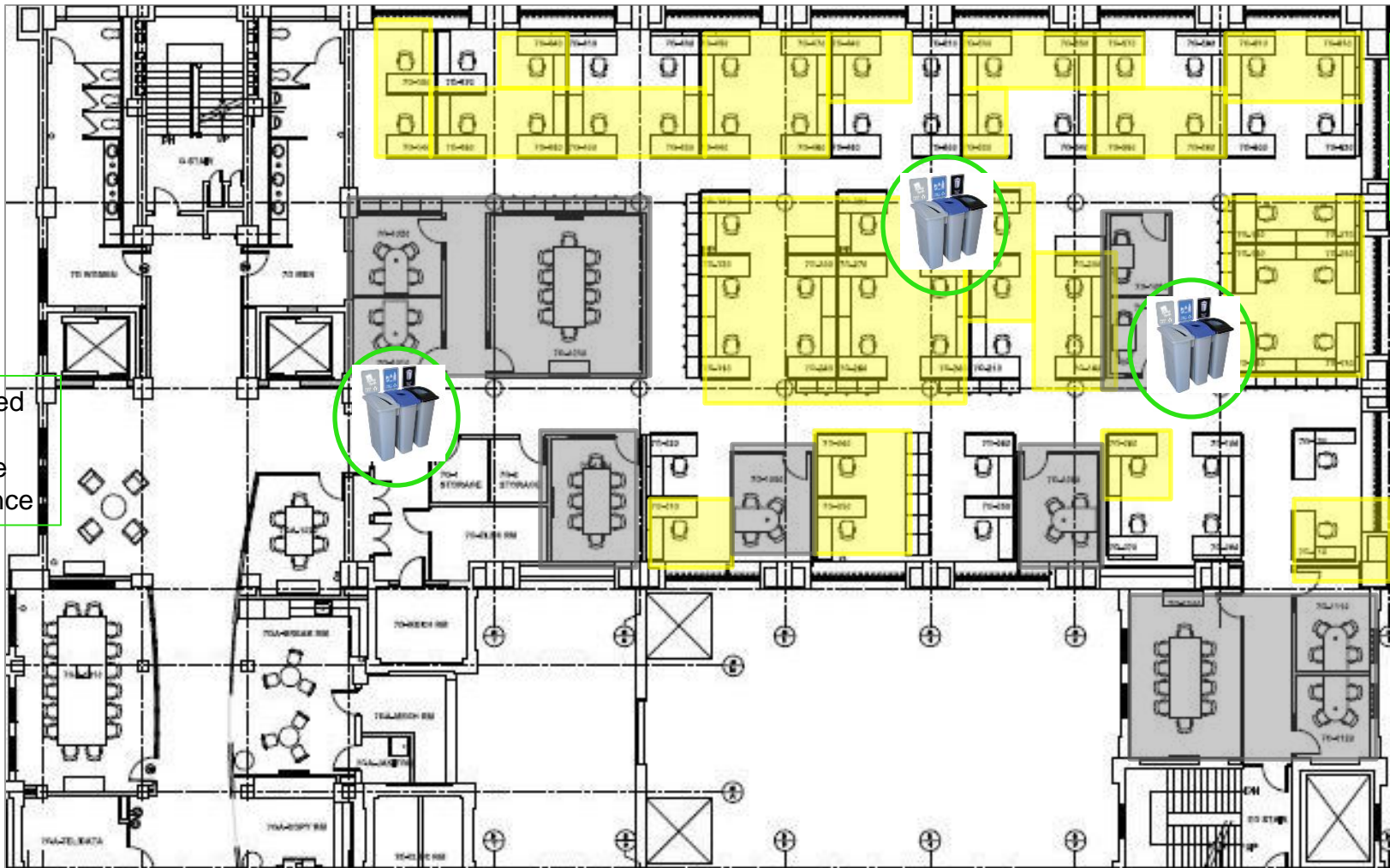
Keys to Success:

- Leadership Support
- Strong Floor Champions



Rollout

- Site Wide Communications
- Staged approach over ~4 months, starting Feb '12



Located in cubicle space with coffee maker

Located in walkway outside huddle rooms

Located right beside entrance